

ZERO DEATHS

and **SERIOUS INJURIES**
on **NORTH CAROLINA ROADS**

That's NC Vision Zero's mission. It's a statewide effort; from the mountains to the ocean, people all over North Carolina are fast embracing this innovative way of thinking about travel.

We must all work together to prepare new drivers for the complexities of traffic.

Driving instructors carry the front lines of the Vision Zero movement! As a driving instructor, you are poised to impress on new drivers the great value of safety, which they will keep with them through many years, and many miles, to come.

We are here to help you fulfill this crucial role in our community, our state, our society.

www.ncvisionzero.org

See
YOUNG DRIVERS
grow into

SAFE DRIVERS

VISIONARIES
TEEN DRIVER SAFETY

Visionaries, a new teen driver safety program, launches this Fall 2018.

It's geared to get young drivers talking about safety. Fun activities, covetable rewards, a new way of thinking about travel. Boosting peer-to-peer interaction, Visionaries fosters feelings of fellowship and community on the road, turning young drivers into life-long safety advocates.

For more information, visit

ncvisionzero.org/visionaries

TRAFFIC SAFETY RESOURCES

for **DRIVING INSTRUCTORS**

NC VISION
ZERO

FREE, EASY, UP-TO-DATE ONLINE RESOURCES

INFOGRAPHICS, POSTERS,
& TEACHING AIDS

ncvisionzero.org/images



Want a poster with a specific message? NC Vision Zero's Creative Team can make it! We are about helping you with your specific needs—and we'll do it *free of charge* too! Contact us by email to find out more:



ncvisionzero@ncsu.edu

INSTRUCTIONAL
VIDEOS & PSAs



Research proves it: Violent imagery is ineffective to change behavior. Videos that respect their audiences,

that show positive models—that's what works. That's what you'll get on NC Vision Zero's Youtube channel. Search for any traffic safety topic: Find judiciously curated playlists with over 1,000 videos.

You teach safe driving already; but, what happens when your students aren't the ones behind the wheel? NC Vision Zero wants to help you make your students good passengers too.

The EMPOWERED PASSENGER

By educating young people to speak up if they see something unsafe, you can start to reach all those other people on the road, the dangerous ones, the few who don't drive responsibly.

NC Vision Zero has a myriad of materials to explain *the empowered passenger*. Use these materials in your classes; help change our driving culture!

NC GRADUATED DRIVER'S LICENSE HELP

The laws and procedures for NC's Graduated Driver's License Program are notoriously complex. You probably don't want to explain them to a bunch of teenagers again, and again, and again.

Let NC Vision Zero take up some of that burden: Look up any of our materials on "graduated driver's licenses" or the "5 to Drive." You will find them simple to use—and simple to distribute too!



ncvisionzero.org/gdl

